Wyoming's Strategic Prevention Framework State Incentive Grant

Community Strategic Planning Workbook



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Workbook is Also Available Online: http://spfsig.preved.org/news.php

Strategic Planning Contributors

List the names of people in your community, the organizations they represent, and the contributions they made to the development of the strategic plan in Table 1 below.

Table 1. Strategic Planning Contributors

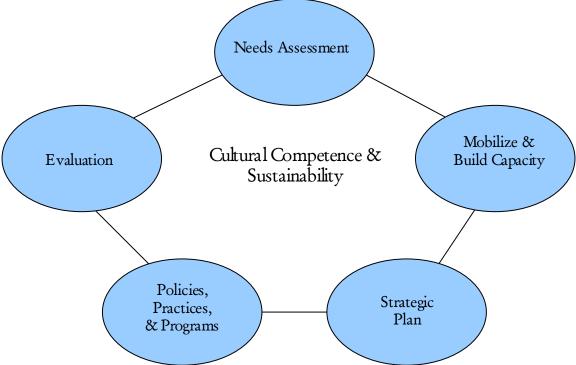
Name	Organization	Contribution
Chris Yager	WY Department of Corrections/ Probation & Parole, Probation Officer	Served on Strategies Subcommittee (devised draft strategic plan for CAC final approval)
Linda Jennings	Campbell County School Board Member/ 21 st Century / WFLI Team Leader	Served on Strategies Subcommittee
Rhea Parsons	CASA for 6 th Judicial District, Director	Served on Strategies Subcommittee
Rich Adriaens	Gillette Police Department, Chief	Served on Strategies Subcommittee
Scott Matheny	Campbell County Sheriff's Office, Under Sheriff	Served on Strategies Subcommittee
Sheri England	Y.E.S. House, Director	Served on Strategies Subcommittee
Susan Cahill	Juvenile Probation, Director/ Juvenile & Family Drug Court, Coordinator	Served on Strategies Subcommittee
Wayne Hammons	Community At-Large Member	Served on Strategies Subcommittee
Charlotte Holden Carr	Prevention Framework Project Coordinator	Coordinated Strategies Subcommittee; Editor

Introduction

Wyoming received the Strategic Prevention Framework State Incentive Grant (Prevention Framework) from the Federal Substance Abuse Mental Health Services Administration (SAMSHA) on September 30, 2004, along with 20 other states and territories.

The purpose of the project is to implement the five components of the SPF planning model at both state and community levels in Wyoming. The following diagram details this process (Center for Substance Abuse Prevention, 2005).

Figure 1. Five Steps of the Strategic Prevention Framework Process

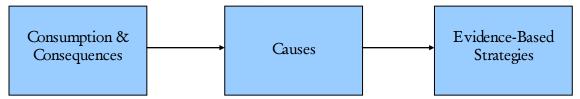


At the state level, Wyoming has completed the needs assessment and funding allocation plan. Mobilization and capacity building take place throughout the project. Wyoming's needs assessment identified the targeted problem as the misuse of alcohol and its consequences, and Wyoming's allocation strategy funds all 23 counties and the Wind River Reservation as Prevention Framework (PF) community grantees.

Outcome-Based Prevention

The foundation of the PF process is the outcome-based prevention model (Lowther & Birckmayer, 2006).

Figure 2. PF Needs Assessment Logic Model



In this model a community details its substance-related consumption and consequence data, researches the causal areas that may impact these problems, and chooses evidence-based policies, practices, and programs to address the identified causal areas.

Purpose

The purpose of this workbook is to help PF funded communities go through the outcome-based prevention model. The current task is to develop a strategic plan. This means that grantees, and the community partnerships, must successfully select and implement evidence-based interventions. This workbook lays out the organizational structure of the Strategic Plan that is to be developed by each community. To be effective, you should not complete this workbook alone. Instead, you and your Community Advisory Council (CAC) should work together to complete this task.

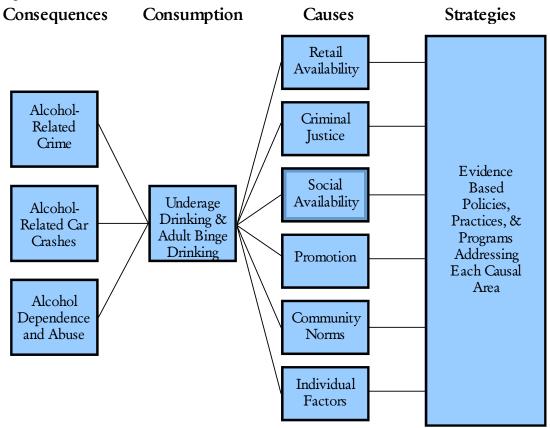
Keep in mind that Wyoming has already identified the targeted need for this project—the misuse of alcohol.

"Misuse of alcohol" means that:

- 1. The primary target for the PF is underage drinking, and adult binge drinking. Underage drinking refers to any use of alcohol by anyone under the age of 21, while adult binge drinking refers to those 18 years and older who have five of more drinks on any one occasion.
- 2. The secondary target for the PF is the most significant consequences of the misuse of alcohol in Wyoming: alcohol-related crime, alcohol-related motor vehicle crashes, and alcohol dependence and abuse.

Workbook Organization

Figure 3. Outcome-Based Prevention Model



Developing a comprehensive strategic plan at the community level requires a vision for organizing specific prevention programs, policies, and practices to address substance abuse problems locally. A well-developed strategic plan will increase the likeliness of a strategy being implemented effectively.

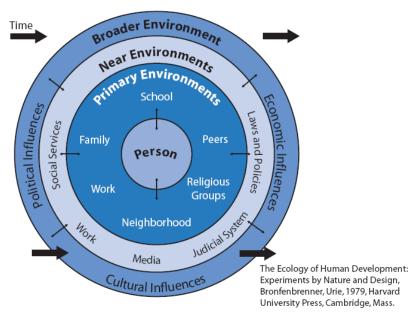
The deadline for submitting your Community Strategic Plan is August 31, 2007. Two copies of the Community Strategic Plan should be submitted, one by mail and one electronically to:

Lisa Laake, MPH, CHES
Wyoming Mental Health and Substance Abuse Services Division
6101 Yellowstone Road, Suite 220
Cheyenne, WY 82002
llaake@state.wy.us
(307) 777-3352

Human Environmental Framework

Figure 4 illustrates the Human Environmental Framework, which shows that interventions can start in many different areas and will affect more than one environment. Strategies that focus on multiple factors and conditions will contribute to a more comprehensive prevention plan.

Figure 4. Human Environmental Framework



This figure depicts social environments or spheres of influence in concentric circles that flare outward, moving progressively away from direct influence on the individual toward increasingly indirect influence, and advancing over time. A comprehensive intervention plan should identify a mix or layering of interventions that target salient risk and protective factors in multiple contexts across the life span.

Evidence-based Prevention

States are required to follow certain guidelines in the policies, practices, and programs it selects in the Prevention Framework project. Every strategy implemented by the Prevention Framework must be evidence-based. This means that 100% of all strategies must be evidence-based.

Under the Prevention Framework project, evidence-based is defined as follows:

- 1. Inclusion in a Federal List or Registry of evidence-based interventions;
- 2. Being reported (with positive effects) in a peer-reviewed journal; OR
- 3. Documentation of effectiveness based on the following three guidelines:
 - The intervention is based on solid theory or theoretical perspective that has been validated by research;
 - The intervention is supported by a documented body of knowledge a converging of empirical evidence of effectiveness – generated from similar or related interventions tat indicate effectiveness; AND
 - The intervention is judged by a consensus among informed experts to be effective based on a combination of theory, research and practice experience. "Informed experts" may include key community prevention leaders, and elders or respected leaders within indigenous cultures.

Finding Strategies

The following is list of websites that may be used to find evidence-based strategies. This is not an all-inclusive list and may also include strategies that would not be relevant for your community:

- National Registry of Evidence-based Programs and Practices: http://www.nrepp.samhsa.gov/
- Office of Juvenile Justice and Delinquency Prevention: http://www.dsgonline.com/mpg2.5/mpg_index.htm
- CSAP's Centers for the Application of Prevention Technologies (CASAT): http://casat.unr.edu/bestpractices/search.php
- Alcohol Policy Information System:
 http://www.alcoholpolicy.niaaa.nih.gov/index.asp?SEC={B4296FE1-6F35-4175-B85D-17D5A53EE062}&Type=NONE
- Leadership to Keep Children Alcohol Free: http://www.alcoholfreechildren.org/en/prevention/pubs.cfm
- National Highway Traffic Safety Administration (NHTSA):

http://www.nhtsa.dot.gov/portal/site/nhtsa/menuitem.3d62007aac5298598fcb 6010dba046a0/

Every participant has received a CD containing research articles and other publications that may be useful in developing your strategic plan.

Evidence-based Environmental Strategies

The following is a list of just a few of the evidence-based environmental strategies:

- Responsible beverage service
- Alcohol compliance checks
- Happy hour restrictions
- Reducing alcohol outlet density
- Limiting hours/days of retail sales
- Sobriety and traffic safety checkpoints
- Graduated drivers' license laws
- Social host laws
- Keg registration
- Restricting alcohol sales at public events
- Increasing taxes on sales of alcohol
- Dram shop liability

Choosing the Right Strategy for your Community

There are many factors to consider prior to choosing your strategies. Not all strategies will be effective in all communities.

All strategies must be based on data collected around each of the causal areas during your Needs Assessment. Please review your Needs Assessment Workbook.

One factor to consider is whether or not there is community support for the strategy. If the community does not support the strategy, it is unlikely that the strategy would bring about positive change if implemented.

It is also important to look at what laws are already in place and what laws may prevent certain strategies from being implemented. For example, sobriety checkpoints, shown to be evidence-based, are unlawful in Wyoming (Statute 7-17-101). For this reason, it would not make sense for a community to focus on this strategy.

Another factor to consider is which strategies show the greatest likelihood of showing positive results. There are many great strategies out there, but it is important to look at what the effect would be on the community as a whole.

Logic Model

Logic Model

The Centers for Disease Control and Prevention defines logic model as "a systematic and visual way to present the perceived relationships among the resources you have to operate the program, the activities you plan to do, and the changes or results you hope to achieve" (www.cdc.gov/tobacco/evaluation_manual/glossary.html).

The logic model found on page 11 should be completed by all communities as part of the Strategic Plan. It is important that you work with your coalition when developing this logic model. All communities will have an opportunity to practice developing a logic model.

Community Logic Model: DUI Enforcement & Media Advocacy

What are the consequence and consumption areas you are going to focus on (from Needs Assessment)? Include your goals and objectives.	What are the causal areas you are going to focus on (review your answer to Question 40 from the Needs Assessment)?	What evidence- based strategies are you going to use for each causal area?	What activities are going to take place in Year 1 (October 2007 – September 2008)?	What activities are going to take place in Year 2 (October 2008 – September 2009)?	What are you going to do to evaluate your strategies?
Alcohol-Related Crime / Driving Under the Influence (Adults) To increase DUI enforcement by 200 overtime hours each per Police Department and Sheriff's Office in Year 1 (October 2007 – September 2008). Maintain same level of enforcement in year 2 (October	Community Norms/Criminal Justice	Enforce Impaired Driving Laws Paired with Increased Media Attention	Host Regional Media Advocacy Training Facilitated by WyPTAC Develop and implement media plan based on training Media plan to include but not limited to: newspaper and radio advocacy; brochures; website development; letter	Continued Media blitz during targeted times (i.e., Memorial Day Weekend, July 4 th Weekend, Labor Day Weekend); times to be determined by media plan and enforcement plan DUI grants provided to Police Department and Sheriff's Office as needed	The coalition agrees to work closely with WYSAC in developing evaluation methods for our county.

2008 - September	writing campaign;
2009).	car window decals;
	use of police
	roadside alert
To decrease average	signage.
BAC levels by 10%	(Marketing Budget
by the end of Year	\$10854)
2 (September 30,	
2009)	Trash truck
,	campaign (\$8000)
To decrease alcohol	
related accidents by	T-shirts for
15% by the end of	coalition and youth
Year 2 (September	members (\$1600)
30, 2009)	
, ,	Formalize
	partnership with
	Gillette News-
	Record
	Formalize
	partnership with
	Basin Radio
	Network

Community Logic Model: Youth Coalition

What are the	What are the causal	What evidence-	What activities are	What activities are	What are you
consequence and	areas you are going	based strategies are	going to take place in	going to take place	going to do to
consumption areas	to focus on (review	you going to use	Year 1 (October 2007	in Year 2 (October	evaluate your
you are going to	your answer to	for each causal	- September 2008)?	2008 – September	strategies?
focus on (from	Question 40 from	area?		2009)?	
Needs	the Needs				
Assessment)?	Assessment)?				
Include your goals					
and objectives.					

• Student 30 Day Use • Student Binge Drinking To decrease Student 30 Day Use by 7% by the end of Year 2 (September 30, 2009) To decrease Student Binge Drinking by 5% by the end of Year 2 (September 30, 2009)	Community Norms	Create a youth coalition as part of Prevention Advisory Council	Recruit a youth coordinator Recruit members from Campbell County High School, Westwood High School, and YES House Hold weekly meetings for 1 hour (\$1500) Train members in leadership skills and prevention strategies (\$1200) Have members train PAC on youth culture Have members plan and evaluate strategies for PAC	Youth coalition plans and implements an evidence-based strategy of their choosing	The coalition agrees to work closely with WYSAC in developing evaluation methods for our county.

	Fund 2 youth and youth coordinator to attend National Leadership Conference (\$7500)	
	Stipend for youth coordinator/program intern (\$7800)	

Community Logic Model: CMCA Parent Organization

What are the	What are the causal	What evidence-	What activities are	What activities are	What are you going
consequence and	areas you are going	based strategies are	going to take place	going to take place	to do to evaluate
consumption areas	to focus on (review	you going to use	in Year 1 (October	in Year 2 (October	your strategies?
you are going to	your answer to	for each causal	2007 – September	2008 – September	
focus on (from	Question 40 from	area?	2008)?	2009)?	
Needs Assessment)?	the Needs				
Include your goals	Assessment)?				
and objectives.					

the number of MIP	monitor the
offenses in bars by	alcohol supply in
the end of year 2	the home; to talk
(September 2009)	with other parents
	about underage
To reduce by 10%	alcohol and how to
the Percentage of	prohibit it at home,
Students Obtaining	how to keep
Their Last Drink of	alcohol supply
Alcohol from	inaccessible, and
Someone under 21	how to prohibit
(2008 PNA)	unsupervised
	parties; to never
	purchase or provide
	alcohol to their
	teen's underage
	friends or other
	youth; to join
	community efforts
	to reduce youth
	access to alcohol.
	(\$2000 for parent
	training)
	Have parent group
	plan and evaluate
	strategies for PAC
	Parent organization

	specific to Wright will be added as Wright deems appropriate	

Community Logic Model: CMCA Alcohol Management at Community Events

What are the	What are the causal	What evidence-	What activities are	What activities are	What are you going
consequence and	areas you are going	based strategies are	going to take place	going to take place	to do to evaluate
consumption areas	to focus on (review	you going to use	in Year 1 (October	in Year 2 (October	your strategies?
you are going to	your answer to	for each causal	2007 – September	2008 – September	
focus on (from	Question 40 from	area?	2008)?	2009)?	
Needs Assessment)?	the Needs				
Include your goals	Assessment)?				
and objectives.					

• Student 30 Day	Community	Communities	Elicit voluntary	Continue work	The coalition
Use	Norms and Social	Mobilizing for	participation from	with Crawfish Boil	agrees to work
• Student Binge	Availability	Change on Alcohol	organizers of	and Chili Cook-off	closely with
Drinking			community events:	organizers	WYSAC in
• Majority of MIP			Begin with		developing
Offenses among			Crawfish Boil and	Extend assessments	evaluation methods
18-20 year-olds			Chili Cook-off as	and collaboration	for our county.
·			pilot	with organizers of	
To decrease				additional	
Student 30 Day Use			Meet with	community events	
by 7% by the end			organizers to	including events in	
of Year 2			encourage use of	Wright	
(September 30,			best practices to		
2009)			reduce underage		
			drinking and adult		
To decrease			binge drinking at		
Student Binge			events		
Drinking by 5% by					
the end of Year 2			Offer to complete		
(September 30,			an assessment of		
2009)			the event utilizing 6		
To decrease MIP			page assessment		
Offenses among 18-			tool and		
20 year-olds by			photographing		
10% (September 30,			identified problem		
2009)			areas		
T 1 1 100/			Have PAC member		
To reduce by 10%			Trave I AC member		

the number of MIP offenses in bars by the end of year 2 (September 2009)		trained in assessment tool and volunteer assessor training (\$2000)	
To reduce by 10% the Percentage of Students Obtaining Their Last Drink of Alcohol from Someone under 21 (2008 PNA)		Provide Responsible Beverage Server Training to volunteer servers free of charge	

Community Logic Model: CMCA Underage Drinking Law Enforcement

What are the	What are the causal	What evidence-	What activities are	What activities are	What are you going
consequence and	areas you are going	based strategies are	going to take place	going to take place	to do to evaluate
consumption areas	to focus on (review	you going to use	in Year 1 (October	in Year 2 (October	your strategies?
you are going to	your answer to	for each causal	2007 – September	2008 – September	
focus on (from	Question 40 from	area?	2008)?	2009)?	
Needs Assessment)?	the Needs				
Include your goals	Assessment)?				
and objectives.					

the number of MIP offenses in bars by the end of year 2 (September 2009)			
To reduce by 10% the Percentage of Students Obtaining Their Last Drink of Alcohol from Someone under 21 (2008 PNA)			

Organization of Strategic Plan

Form 1: Cover Sheet					
(Please place this as the top page for your application)					
County: Campbell Coun	ty				
Name and title of primary cont Charlotte Holden Carr Prevention Framework Project		Phone: 307.686.5234			
Email (required): charlotte@ci.gillette.wy.us		Fax: 307.686.0396			
Mailing Address: P.O. Box 518	City: Gillette	Zip:	82717		
Shipping Address (if different):					
Total Funding Request for First Year Implementation: \$121,415.00					
Name, organization, address, ph Lead Agency authorized to sign		ntification number fo	r the		
City of Gillette 201 E. 5 th St. P.O. Box 3003 Gillette, WY 82717 Phone: 307.686.5203 Fax: 307.687.0325 Email: adco@ci.gillette.wy.us Tax ID: 83-6000062					
Certification: I certify to the bethis community strategic plan is Council and/or Coalition was i strategic plan. I have been auth the development of this Strategic	s correct. I certify that the nvolved in the developme orized by the agency's go	e Community Adviso ent of this community	ory		
Signature of Primary Contact		Date			

Signature of Fiscal Agent	Date

Form 2: Geographic Setting/Community Characteristics Limit 2 pages

Describe the geographic setting of the community.

What are the geographic boundaries?

The community for the Prevention Framework grant is Campbell County, Wyoming. Located in the northeast corner of Wyoming, this county is comprised of two municipalities. Gillette, population 27,500, is the county seat. The town of Wright, population 1,400, is located 40 miles south of Gillette.

What are the socio-economic issues relevant to the community?

Gillette bills itself as the Energy Capital of the Nation because of its strong energy economy. Campbell County boasts extensive oil reserves, natural gas production, electrical power plants and a large number of coal mines. Thirty percent of the nation's coal is produced in Campbell County.¹

Campbell County is experiencing a boom economy. In the first quarter of 2006 it gained 2,500 jobs. In 1990 the county population was 29,370. In 2005 it had grown to 37,405 (an average of 536 people per year). In 2006 the population grew by 1,529 to 38,934.²

The county ended 2006 with a 2.0% unemployment rate.³ Employers find it increasingly difficult to staff positions – particularly in the restaurant and other service industries. In 2006-07, Gillette had two prominent restaurants to close due to lack of employees.

It is estimated that 50% of the workforce in Campbell County is comprised of shift workers.⁴

Campbell County's population is the youngest in the state. Based on 2002 census data, approximately 29% of the total population is under the age of 18, compared to 25% of the total population of Wyoming and the U.S. In addition, only 5% of the population in Campbell County is comprised of those 65 and older, compared to 12% of the population in Wyoming.⁵

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¹ Campbell County Economic Development Corporation. www.ccedc.net.

² Campbell County 2006 Annual Report. www.ccg.co.campbell.wy.us.

³ Ibid.

⁴ Estimated by Prevention Advisory Council based on data from CC Economic Development Corporation.

⁵ Hurst, IV, E. Hunter. *Campbell County Juvenile Services Master Plan*. National Center for Juvenile Justice. October 13, 2004.

The population of Campbell County is 93.4% White persons not of Hispanic/Latino origin. Persons of Hispanic or Latino origin make up our largest minority group at 4.2%.

The median household income in 2003 was \$57,724 compared to the national figure of \$43,318.⁷

What are the characteristics of the community?

The following are risk factors characteristic of Campbell County.

- Community laws and norms favorable toward drug use. Campbell County is 4th in the state for adult binge drinking. We are above the state average for Student 30-day Use and Binge Drinking (see p. 27 for data details).
- Availability of drugs & alcohol. 53.5% of eighth twelfth graders reported that they attended a gathering with large amounts of available alcohol (compared to 47.6% statewide). 48% of our major community events and festivals provide alcohol. 9
- Transitions and mobility. Given our boom economy, we have a large number of people moving in and out of the community.
- Low neighborhood attachment. With the boom economy and the number of people moving into the community each year, there is a low attachment among new arrivals to the community.

The following are protective factors of Campbell County.

- Capacity. Campbell County has a number of coalitions that have been in existence for years. The Community Coalition Against Underage Drinking has been educating the community on the dangers of underage drinking for 7½ years. The Juvenile Services Partnership has been addressing juvenile needs for 8 years. The Coalition Promoting a Drug-Free Community began in February of 2003. All three coalitions have representatives on the Prevention Advisory Council (the coalition for the Prevention Framework grant) and all are supporting the goals and objectives of Prevention Framework.
- Resources. Campbell County has a vast number of resources available to address the misuse of alcohol. The resources available in Campbell County cover a continuum of care universal, selective, indicated, maintenance and treatment. Please see p. 30-31 for details on resources and gaps.
- Community Readiness. The county is ready for change indicated by recent initiatives.
 - The Prevention Framework project was introduced by the Police Department/City of Gillette in March, 2007.

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⁶ 2004 data. Campbell County Economic Development Corporation. www.ccedc.net.

⁷ CCFDC

⁸ 2006 Prevention Needs Assessment.

⁹ 2007 Prevention Advisory Council Needs Assessment.

- The Substance Abuse Initiative is a joint project being launched Fall,
 2007, to address drug and alcohol abuse. SAI is funded by Campbell
 County, the City of Gillette, Campbell County Memorial Hospital, and
 Campbell County School District.
- Campbell County residents recently voted and approved that a portion of the 1% Optional Sales Tax can be used to address substance abuse in the county.
- o Campbell County and The City of Gillette have set as a priority in their respective strategic plans to reduce substance abuse.

Describe the target population you will be focusing on.

We will be focusing on two populations: 1) youth aged 20 and under; and 2) adult binge drinkers. See p. 27 for additional data describing the criminal consequences of the misuse of alcohol and consumption patterns among these populations.

Form 3: Coalition Involvement Limit 2 pages

What are the coalition's vision and mission statements?

The Prevention Advisory Council (PAC) does not have a vision or mission statement at this time. The coalition is still developing as an organization; it plans to merge with the coalition coordinating the Substance Abuse Initiative in the next months to encompass the prevention of the misuse of alcohol and other drugs (please see "Community Infrastructure, p. 48, for explanation). The mission and vision of the group will be determined as the group becomes better established.

What is the history and makeup of the coalition?

Members were recruited for the Prevention Advisory Council in the Fall of 2006. The coalition was formed to serve as the Community Advisory Council for the Prevention Framework grant. The first meeting was held on November 30, 2006.

Strategy 1: Under its strategic plan, the PAC will be expanding its scope to include a youth coalition. The plan is to recruit youth from the local high school, the alternative high school, and the YES House which operates the local day treatment program. The youth coalition will meet once per week for one hour. The members will be trained in leadership skills and prevention strategies. Youth members will train the PAC on the youth culture in Campbell County. In addition, they will plan and evaluate strategies for the PAC. Year 2 Activities will include the possibility of the youth coalition planning and implementing a strategy of their own. Prevention Framework funds will be used for materials and supplies for youth coalition meetings (\$1500), to send 2 youth and the youth coordinator to the National Leadership Conference (\$7500), to pay the stipend for the youth coordinator/program intern (\$7800).

In addition, the PAC is adopting Communities Mobilizing for Change on Alcohol (CMCA) in its strategic plan. As elements within CMCA, the PAC will be recruiting parents, civic organizations, and faith based organizations to implement such prevention strategies as using responsible beverage service practices within their organizations, educating the community on the dangers of the misuse of alcohol, and educating parents on how they can prevent the misuse of alcohol within their households. These organizations/activities will be arms of the Prevention Advisory Council, with the PAC providing training and coordination for the successful implementation of the strategies.

Initial Members of Prevention Advisory Council
Rich Adriaens, Chief, Gillette Police Department
Alex Ayers, Principal, Sage Valley Junior High School
Everett Boss, City Council / Restaurant Owner

Susan Cahill, Juvenile Probation/Juvenile & Family Drug Court

Kathy Deiss, Department of Family Services

Sheri England, Y.E.S. House

Denise Fuller, Wyoming Department of Corrections Probation & Parole (no longer employed by WDCPP)

Rod Hauge, Gillette Police Department,

Marty Huckins, Personal Frontiers

Linda Jennings, Campbell County School Board/21st Century/WFLI Team Leader

Marilyn Mackey, Campbell County Commissioners' Substance Abuse Initiative

Bill Monahan, Campbell County Hospital-Behavioral Health

Rhea Parson, CASA for the 6th Judicial District

Quentin Reynolds, Deputy, Campbell County Sheriff's Office

Kenna Rose, Safe & Drug Free Schools Coordinator

Susan Shippy, Campbell County School Board / Community Coalition Against Underage

Drinking

Bonnie Volk, Department of Family Services

Kathy Williams, Adult Drug Court

The following members were recruited since March, 2007.

Wayne Hammons, Community Member at Large

Heidi Lowe, Rio Tinto, recruited as liaison to energy industry

Doug Marler, Adult Drug Court, coordinating effort to obtain DUI Court for county

Scott Matheny, Under Sheriff

Mike Purcell, Campbell County Hospital-Behavioral Health

Chris Yager, Probation & Parole, to replace Fuller

Form 4: Consequence & Consumption Areas

Limit 2 pages

Describe the alcohol-related consequence and consumption areas your community will be focusing on. Refer to Questions 5 and 9 from the Needs Assessment Workbook.

Consequence areas could include alcohol-related crime, alcohol-related car crashes, and/or alcohol dependence and abuse.

Our consequence area of primary concern is alcohol-related crime. Within alcohol-related crime, data demonstrated the following areas as those warranting attention:

- Adult Driving While Under the Influence of Alcohol. DUI arrests in Campbell County increased by 23% between 2000 and 2005. For that same time period, Campbell County's DUI arrest rate was 28% higher than the state rate. 10
- Minor In Possession of Alcohol. Data indicates that Campbell County is well above the state rate for Student 30-day Use and Binge Drinking. In 2006, the 30 Day Use among 6th-12th graders in Campbell County was 8% higher than the average rate of use in Wyoming. Youth Binge Drinking for 6th 12th graders in Campbell County was 8% higher than Binge Drinking in Wyoming. Yet, our Liquor Law Violations (2005) were 21% lower than the state average. We conclude that this reflects a community norm that accepts underage drinking and that perhaps this community norm affects how underage drinking laws are enforced.
- MIPs are inconsistently handled through the different court systems. Typical sentences for MIP convictions vary widely between municipal and circuit court, preventing a clear belief and standard to be communicated to the youth

¹⁰ State comparison provided by Wyoming Statistical Analysis Center.

¹¹ Prevention Needs Assessment.

¹² State comparison provided by WYSAC.

within our community. In addition, treatment options are not frequently utilized in circuit court.¹³

Consumption areas could include underage drinking or adult binge drinking.

Our community will be focusing on both underage drinking and adult binge drinking.

- Our county is 4th in the state out of 23 counties for adult binge drinking.¹⁴
- 5 out of 10 youth in Campbell County used alcohol in the 30 days prior to taking the Prevention Needs Assessment compared to 4 out of 10 youth in the state of Wyoming.
- 3 out of 10 youth in Campbell County were involved in binge drinking (5 or more drinks in one occasion) in the 2 weeks prior to the survey compared to 2.5 out of 10 youth in Wyoming.¹⁵

¹³ 2007 Prevention Advisory Council Needs Assessment, reports from court clerks.

¹⁴ BRFSS

¹⁵ Prevention Needs Assessment

Form 5: Intervening Variables/Causal Areas Limit 2 pages

Describe the intervening variables/causal areas of substance use in the community.

How did you respond to Question 40 in the Needs Assessment Workbook? Our three highest ranked priorities (in order of ranking) are Community Norms, Social Availability, and Individual Factors.

Why are you focusing on these areas? Justify your reason.

Based on data collected on the community, we identified the following:

Community Norms

- It is a community norm in Campbell County for youth to attend events where alcohol is sold, adults are drinking, or adults are drunk. In grades 6, 8, 10, and 12, a higher percentage than the state average attended such events. In grades 8, 10, and 12, the Campbell County percentage reflected a majority (more than 50%) in all categories. 16
- It is a community norm to binge drink as an adult. We are 4th in the state (out of 23 counties) for Adult Binge Drinking.¹⁷
- The community norm of Adult Binge Drinking paired with the adult drinking patterns of consuming in bars lends itself to a high DUI rate. For 2000-2005, Campbell County's DUI rate was 28% higher than the state rate.¹⁸
- There is a community norm that supports underage drinking and underage binge drinking. Please see Form 4, p. 26.
- There are inconsistent sentences between the different courts for MIP offenses preventing community clear beliefs and standards.
- There is a community norm that supports underage drinking among 18-20 year olds. The majority of the MIP offenses in Campbell County are by 18-20 year olds.¹⁹

Social Availability

- In Campbell County, 45% of 6th graders and 35% of 8th graders obtained their last drink of alcohol from their parents.²⁰
- 43% of 10th graders and 55% of 12th graders obtained their last drink of alcohol from an adult 21 or over.²¹

¹⁶ Prevention Needs Assessment.

¹⁷ BRFSS.

¹⁸ WYSAC.

¹⁹ 2007 Prevention Advisory Council Needs Assessment, court data.

²⁰ Prevention Needs Assessment.

²¹ PNA.

- 46.9% of Campbell County youth attended a gathering with large amounts of available alcohol. This was 10% more than the state average.²²
- 48% of our major community events and festivals serve alcohol. Some of these are family oriented events.²³

Individual Factors

- The data suggests that our youth are at higher risk for 30 Day Use than the risk levels for the state of Wyoming. For all grades our high risk rates are significantly higher than the state's, and our low risk rates are lower than the state's (13.5% lower for 12th grade).²⁴
- Primary individual risk factors identified included: Sensation Seeking, Lack of Social Skills, Parents Favorable Attitudes Toward Drug use, Intent to Use Drugs, Lack of Family Opportunities for Prosocial Involvement.²⁵
- Parents Favorable Attitudes Toward Drug Use seems to correlate with the number of students who report that they receive their alcohol from their parents.
- Our high consumption rates among adults impacts our Parents Favorable Attitudes Toward Drug Use.

²² PNA.

²³ 2007 Prevention Advisory Council Needs Assessment.

²⁴ 2007 PAC Needs Assessment, WYSAC.

²⁵ PNA.

Form 6: Community Resources Limit 2 pages

Describe the current community resources available to address the targeted substance use issues in the community.

What were the results of the Community Resource Assessment (Table 51 from the Needs Assessment Workbook)?

The Community Resource Assessment completed for the Prevention Framework taught us that we have numerous resources in our community dedicated to substance abuse prevention, intervention and treatment. The question, for us, became: if we have so many resources, why does the data indicate such high incidents of the misuse of alcohol in our county?

As part of our strategic planning process we underwent a comprehensive resource and gaps analysis. We identified which resources are addressing the specific needs outlined in our needs assessment. We then assessed those resources based upon data collected in the needs assessment and best practice policies for substance abuse prevention. Next, we addressed the gaps with the strategies detailed in this Prevention Framework Strategic Plan. Please find the gaps identified in our gaps analysis detailed below.

Adult Driving While Under the Influence of Alcohol. It was determined that the gaps were two-fold: 1) the need for monitoring of DUI offenders at a sooner stage (i.e., 2nd or 3rd offense); 2) the need for DUI prevention. It was decided that prevention was our biggest need. In 2006 we had 407 first offense and 37 second offense DUIs, indicating that most people do not re-offend. This led us to set our priority on prevention.

4th in the State for Adult Binge Drinking. The gap identified in this area is that we lack adequate resources for prevention of adult binge drinking. One prevention resource identified was responsible beverage server training which is offered to the servers at liquor license establishments free of charge by the Gillette Police Department. In addition, we do have the Liquor License Protocol recently passed by the Gillette City Council. This protocol provides graduated consequences for liquor license holders who have violations within their establishments. Violations can include serving underage persons and over serving obviously intoxicated persons.

Student 30 Day Use and Binge Drinking Significantly Higher than State Rate. There are numerous resources available to address underage drinking in our community including school resources, community coalitions, and youth organizations. The gaps identified were two-fold: 1) the need for environmental strategies to change the community norms that affect underage drinking; and 2) the need for an interagency conversation to determine how organizations can best serve the needs of the substance abuse priorities within the community.

Student Consumption v. Liquor Law Violations. The community has ready resources to address this need. We have law enforcement agencies involved in the strategic planning of the Prevention Framework process (both the Police Department and the Sheriff's Office). Both departments are engaging the strategies proposed under Communities Mobilizing for Change on Alcohol (see p. 31-32 for description). Additional resources include the City Attorney's Office and the County Attorney's Office.

<u>Inconsistent Sentences for MIP Offenses Between Different Courts</u>. Resources in the community include judges that have in the past been open to conversations regarding providing consistent sentencing.

<u>Majority of Offenses by 18-20 year-olds</u>. There were no community resources identified specific to this need.

Alcohol is sold at many community events including family events (underage drinking, over serving)/ Youth are attending social events with large amounts of alcohol. There are currently resources in the community to meet this need. Several of the event organizers are working to regulate alcohol by using such methods as arm bands, hiring security, having volunteers monitor tables to remove unsupervised beverages. In addition, responsible beverage server training (TIPS) is offered free of charge by the Police Department. The department has the capability of training servers for special events. The gap identified is providing training and assessments to event organizers to assist them in better regulating alcohol in order to have a safe and profitable event.

6th & 8th graders are obtaining alcohol from parents/Parents Favorable Attitudes
Toward Drug Use. Resources identified include parent organizations in the schools, various social service agencies that work with parents, and faith based communities.
The gap identified was that there is not a parent component to the Prevention Advisory Council and there is not a grassroots parent organization that is dedicated to the prevention of substance abuse in our community.

10th & 12th graders are obtaining alcohol from someone over 21. Resources in the community include: a keg registration law within the city limits; law enforcement and the courts are willing to enforce social host criminal laws.

Form 7: Strategies No page limit

Additional Strategies are described throughout the remainder of the plan. Strategy 1, p. 25; Strategies 12-14, p. 51; Strategy 15, p. 52.

The following strategies will be implemented by the Prevention Advisory Council.

Communities Mobilizing for Change on Alcohol (CMCA). CMCA is a community-organizing program designed to reduce adolescent (13 to 20 years old) access to alcohol by changing community policies and practices. It is a grassroots effort organizing around specific demographics and groups including community events, civic organizations, colleges, faith organizations, hotels/motels, parents, law enforcement, schools, and work sites. It is recognized as an evidence-based, best practice by Substance Abuse Mental Health Services Administration (SAMHSA) and is listed on the National Registry of Evidence-Based Prevention Programs. CMCA has shown the following results:

- Alcohol merchants increased age checks and reduced alcohol sales to minors
- Youths 18-20 years old reduced the practice of providing alcohol to younger teenagers (17% decrease in original study)
- Youths 18-20 years old were less likely to try to buy alcohol, drink in a bar, or consume alcohol
- Arrests for driving under the influence of alcohol declined significantly among 18-20 year-olds
- 7% decrease in youth who drank alcohol in the past 30 days (original study)
- 4% decrease in drinking occasions in the past month (original study)

CMCA is most attractive to us in Campbell County because of its proven success in reducing the misuse of alcohol among 18-20 year-olds. In our Needs Assessment, we discovered that the majority of the Minor in Possession/Consumption of Alcohol convictions are by 18-20 year olds. This is a particularly difficult demographic to reach with prevention efforts since most of these minors are no longer in high school, and many are not in college. Therefore, CMCA meets our particular needs quite well. In addition, the strategies within CMCA are geared to reducing underage drinking overall. In a comparison of the 5 most populous counties in the state, our rates of Student 30 Day Use and Student Binge Drinking were highest according to the 2006 PNA (except for 6th grade binge drinking where we rated 4.0% and Natrona and Sweetwater Counties rated 4.6%).

The CMCA will focus on the following consequence and consumption areas identified as priorities in the Campbell County Needs Assessment:

- Student 30-Day Use of Alcohol
- Student Binge Drinking

Majority of MIP Offenses among 18-20 year-olds

The following are goals of the CMCA:

- To decrease Student 30-Day Use of Alcohol by 7% by the end of Year 2 (September 2009)
- To decrease Student Binge Drinking by 5% by the end of Year 2 (September 2009)
- To decrease MIP Offenses per capita among 18-20 year-olds by 10% by the end of year 2 (September 2009)
- To reduce by 10% the number of MIP offenses in bars by the end of year 2 (September 2009)
- To reduce by 10% the Percentage of Students Obtaining Their Last Drink of Alcohol from Someone under 21 (2008 PNA)

Within the CMCA framework, the Prevention Advisory Council (PAC) will be implementing the following strategies in Year 1:

- Strategy 2 Focused Law Enforcement for Underage Drinking. Year one activities will include developing a joint law enforcement task force between the Sheriff's Office, Police Department, Probation, Juvenile Probation, and DFS Probation to determine an enforcement plan for CMCA. The enforcement plan may include goals for social host criminal enforcement, shoulder tap enforcement strategies, compliance checks, and party patrols. Overtime funding for the activities will be supplied out of the Enforcing Underage Drinking Laws / Wyoming Association of Sheriffs and Chiefs of Police grant that Campbell County has received. Campbell County was chosen as one of 5 communities for this EUDL/WASCAP pilot project to address underage drinking. The PAC has allocated \$200 of Prevention Framework funding to publish brochures that will be used during the possible shoulder tapping campaign to educate the general public on the effort.
- Strategy 3 Parent Organization. This strategy is particularly beneficial to Campbell County since one of our primary risk factors is Favorable Parental Attitudes Toward Alcohol Use. The PAC will recruit parent members to form a parent group. The group will strive to maintain within its membership at least one member from each school and have its members represent the socioeconomic diversity of the community. The activities of the parent group may include: training parents how to monitor the alcohol supply in the home; training parents how to talk with other parents about underage alcohol and how to prohibit it at home, how to keep their alcohol supply inaccessible, and how to prohibit unsupervised parties; training to never purchase or provide alcohol to their teen's underage friends or other youth; empowerment of parents to join community efforts to reduce youth access to alcohol. Additional activities may include having the parent group plan and evaluate strategies for the PAC and having them implement strategies of their own.

- \$1,500 of Prevention Framework funding is allocated for meeting supplies and materials for the Parent Organization. \$2000 is allocated to train the parent organization. A parent organization specific to the town of Wright will be formed as Wright deems appropriate.
- Strategy 4 Alcohol Monitoring at Community Events. This strategy will address the identified need that 43% of our major community events and festivals provide alcohol. Year 1 activities will include eliciting the voluntary participation of the organizers of 2 major community events: the Crawfish Boil and the Chili Cook-off. It is our hope that organizers will voluntarily comply with best practices to reduce underage drinking and adult binge drinking at events. We are prepared to offer an assessment of their event in Year 1, using a 6 page assessment tool obtained from Project SAFER of Ventura, CA. The assessment will provide a narrative complete with pictures to illustrate any problem areas that may be contributing to underage drinking at their event. Project SAFER has found that organizations are appreciative of the education provided by the assessment and are more willing to comply with standards for safer events. In addition, the PAC will provide Responsible Beverage Server training free of charge for any volunteers of community events. Year 2 activities will involve the continued support of the Crawfish Boil and the Chili Cook-off as well as extending the assessments and collaboration with organizers of additional community events including events in Wright. The PAC has allocated \$2,000 to send one member to Ventura, CA, for a Train the Trainer session on the Project SAFER assessment tool and the Project SAFER volunteer training system.
- Strategy 5 Partner with hotels and motels. The PAC will meet individually with hotel managers to educate them what they can do to reduce underage drinking at their establishments. CMCA recommendations include (among others) restrict the number of persons who can occupy a room at one time; prohibit parties on hotel property that create a noise disturbance; regularly monitor hotel parking lots and other unsupervised areas; restrict room rental to persons 18 years of age or older.
- Strategy 6 Partner with the college. The PAC will recruit a member of the college to serve on the coalition. The PAC will collaborate with the college to assist in reducing underage drinking, particularly as the college positions itself to become a residential facility in the next year. First year activities will include providing education in wellness classes (general education requirement for all students) regarding the drug and alcohol culture in Campbell County and the health and criminal consequences of the misuse of alcohol and drug abuse.
- Strategy 7 Partner with public schools. First year activities will include planning and developing a training program for teachers, nurses, guidance counselors, school resource officers, and parents. Representatives from these sectors will be consulted in the development of the training program. Potential topics include dangers of underage drinking, identifying student alcohol use,

- and making appropriate referrals. The training program will be implemented in Year 2. Additional activities include the Year 1 publication of a resource directory that can be used to direct parents of students to necessary community services for their families. \$1,000 of Prevention Framework funds is allocated for the publication of the resource directory.
- Strategy 8 Partner with faith organizations. This strategy will begin in Year
 Activities will include recruiting the Ministerial Alliance to adopt the reduction of underage drinking as a mission of their organization, and identifying a Prevention Advisory Council trainer and curriculum to be used in training Ministerial Alliance and faith communities. Year 3 Activities include continuing with Ministerial Alliance activities and working to expand the influence of CMCA with faith communities that are not part of Ministerial Alliance.
- Strategy 9 Partner with civic organizations. This strategy will begin in Year 2. Activities will include recruiting civic organizations to be part of the CMCA project, eliciting participation from one organization (potentially the Rotary Club) as a pilot program. In addition, we will identify a PAC trainer and curriculum to be used in training the civic organization, and we will train the pilot organization on what it can do to reduce underage drinking. Year 3 activities include having the pilot organization recruit and train other organizations on the CMCA model.
- Strategy 10 Partner with work sites. This strategy will begin in Year 2. Activities will include eliciting participation from individual work sites in the community and training work sites in what they can do to reduce underage drinking.

In addition to Communities Mobilizing for Change on Alcohol, the following strategy is part of the strategic plan.

Strategy 11 - DUI Enforcement with Increased Media Attention. For 2000-2005 Campbell County's DUI arrest rate was 28% higher than the arrest rate of the state of Wyoming. This strategy is recognized as evidence-based, best practice by National Highway Traffic Safety Administration and is reviewed by R. B. Voas in *Addiction*, 92 Suppl 2, S201-S219.GD, IG, E (Obtained from the Environmental Strategies: Selection Guide, Reference List, and Examples of Implementation Guidelines – Pettibone, Kowalczyk, Laestadius). Activities for this strategy will include hosting a regional media advocacy workshop facilitated by WyPTAC. The workshop will occur in October, 2007, and will include instruction on developing a media plan and media advocacy with local media outlets. Additional Year 1 Activities:

 Develop media plan including, but not limited to, newspaper and radio advocacy, brochures, website development, letter writing campaign, car window decals, the use of police roadside alert signage. The media campaign will connect the DUI Enforcement plan to the larger objectives of the Prevention Advisory Council Strategic Plan. In addition, it will integrate with elements of the statewide social norms campaign and the Wyoming First Lady's Initiative. \$10,854 is allocated toward the media campaign to cover the above mentioned items. \$8,000 is allocated for applying billboard type messages to the city's trash trucks. \$1,600 is allocated to purchase t-shirts for coalition and youth members.

- Formalize partnership with Gillette News-Record and Basin Radio Network.
- Increase DUI enforcement by 200 overtime hours each per Police Department and Sheriff's Office.
- Develop joint task force between Police Department, Sheriff's Office, and State Highway Patrol to coordinate and set DUI enforcement plan.
- Goals include: Decrease average BAC levels by 10% by the end of Year 2. Decrease alcohol related accidents by 15% by the end of Year 2.

Form 8: Community Readiness & Experience Limit 2 pages

There is community readiness for change indicated by recent initiatives.

- The Prevention Framework project was introduced by the Police Department/City of Gillette.
- The Substance Abuse Initiative is a joint project being launched Fall, 2007, to address drug and alcohol abuse. SAI is funded by Campbell County, the City of Gillette, Campbell County Memorial Hospital, and Campbell County School District.
- Campbell County residents recently voted and approved that a portion of the 1% Optional Sales Tax can be used to address substance abuse in the county.
- Campbell County and The City of Gillette have set as a priority in their respective strategic plans to reduce substance abuse.

The community's readiness for the specific strategies recommended in this plan was assessed by a 9 person team comprised by the following persons:

- Under-sheriff
- Chief of Police
- School Board Member/21st Century Coordinator/WFLI Team Leader
- Director of CASA
- Probation Officer/Coordinator of Coalition Promoting a Drug-Free Community
- Director of Juvenile Probation
- Director of YES House (youth organization after-school to inpatient treatment facility)
- Member of Community at Large
- Prevention Framework Coordinator

Susan Shippy, Coordinator for the Community Coalition Against Underage Drinking reports that in the past the community has focused on awareness and education for alcohol prevention. The CCAUD rented billboards, placed ads in movie theaters, and printed placemats with educational material for restaurants to use during alcohol awareness month. In addition, the community has had a number of community events and speakers for Red Ribbon Week and other times of the year. The biggest struggle in the past has been community norms in favor of underage drinking. This has affected the general public as well as the willingness of some community agencies to be supportive of the effort.

Form 9a: Activities & Outcomes

No page limit

Strategy 1: Development of youth coalition.

Year 1 Activities

- Recruit youth coordinator/program intern. This activity will drive the timeline for the remainder of the activities in this strategy. Recruitment of youth will begin after a program intern is secured.
- Recruit youth from local high school, the alternative high school, and the day treatment program at the YES House.
- Train members in leadership skills and prevention strategies.
- Hold youth coalition meetings once per week.
- Youth members will train the PAC on the youth culture of Campbell County.
- Youth members will plan and evaluate strategies for the PAC.
- 2 youth members and the youth coordinator will attend the National Leadership Conference.

Year 2 Activities

- Continue with the above activities.
- Youth members may plan and implement an evidence-based strategy of their own.

Short-term outcomes:

- To decrease Student 30 Day Use by 7% by the end of Year 2 (September 30, 2009)
- To decrease Student Binge Drinking by 5% by the end of Year 2 (September 30, 2009)

Long-term outcomes:

• Will be assessed as the youth coalition becomes established.

Strategy 2: Focused law enforcement for underage drinking.

Year 1 Activities

- Development of joint law enforcement task force between Police Department, Sheriff's Office, Probation, Juvenile Probation, and DFS Probation.
- Determine enforcement plan for Communities Mobilizing for Change on Alcohol.

Year 2 Activities

• Continue with enforcement plan.

Short-term outcomes:

- To decrease Student 30 Day Use by 7% by the end of Year 2 (September 30, 2009)
- To decrease Student Binge Drinking by 5% by the end of Year 2 (September 30, 2009)
- To decrease MIP Offenses among 18-20 year-olds by 10% (September 30, 2009)
- To reduce by 10% the number of MIP offenses in bars by the end of year 2 (September 2009)
- To reduce by 10% the Percentage of Students Obtaining Their Last Drink of Alcohol from Someone under 21 (2008 PNA)

Long-term outcomes:

• Will be assessed as project progresses.

Strategy 3: Development of parent organization.

Year 1 Activities

- Recruit parent members, striving for at least one from each school and representing socio-economic and cultural diversity of community.
- Train parents on what they can do to prevent underage drinking.
- Have parent organization plan and implement strategies for PAC.
- Potentially implement strategies of their own.
- Develop a parent organization specific to the town of Wright as the people of Wright deem appropriate.

Year 2 Activities

• Continue as in Year 1.

Short-term outcomes

- To decrease Student 30 Day Use by 7% by the end of Year 2 (September 30, 2009)
- To decrease Student Binge Drinking by 5% by the end of Year 2 (September 30, 2009)
- To decrease MIP Offenses among 18-20 year-olds by 10% (September 30, 2009)
- To reduce by 10% the number of MIP offenses in bars by the end of year 2 (September 2009)
- To reduce by 10% the Percentage of Students Obtaining Their Last Drink of Alcohol from Someone under 21 (2008 PNA)

Long-term outcomes

• Will be assessed as project progresses.

Strategy 4: Alcohol monitoring at community events.

Year 1 Activities

- Work to elicit voluntary participation of organizers of the Crawfish Boil and the Chili Cook-off.
- Meet with organizers to educate on best practices of community events to prevent underage drinking.
- Provide responsible beverage server training free of charge for volunteer servers at events.
- Have PAC member attend train the trainer session in California to learn assessment tool.
- Recruit volunteer assessors.
- Complete assessments of events.
- Provide follow-up with event organizers to review the year's events.

Year 2 Activities

- Continue working with Crawfish Boil and Chili Cook-off.
- Extend the assessment, training and collaboration with the organizers of other community events including events in the town of Wright.

Short-term outcomes

- To decrease Student 30 Day Use by 7% by the end of Year 2 (September 30, 2009)
- To decrease Student Binge Drinking by 5% by the end of Year 2 (September 30, 2009)
- To decrease MIP Offenses among 18-20 year-olds by 10% (September 30, 2009)
- To reduce by 10% the number of MIP offenses in bars by the end of year 2 (September 2009)
- To reduce by 10% the Percentage of Students Obtaining Their Last Drink of Alcohol from Someone under 21 (2008 PNA)

Long-term outcomes

• Will be assessed as project progresses.

Strategy 5: Partner with hotels and motels.

Year 1 Activities

• PAC members will meet individually with hotel and motel managers to educate them on what they can do to reduce underage drinking at their establishments.

Year 2 Activities

• Continue collaboration with hotels and motels.

Short-term outcomes

• To decrease Student 30 Day Use by 7% by the end of Year 2 (September 30,

2009)

- To decrease Student Binge Drinking by 5% by the end of Year 2 (September 30, 2009)
- To decrease MIP Offenses among 18-20 year-olds by 10% (September 30, 2009)
- To reduce by 10% the number of MIP offenses in bars by the end of year 2 (September 2009)
- To reduce by 10% the Percentage of Students Obtaining Their Last Drink of Alcohol from Someone under 21 (2008 PNA)

Long-term outcomes

Will be assessed as project progresses.

Strategy 6: Partner with the college.

Year 1 Activities

- Recruit a member of the college to serve on the coalition.
- Collaborate with the college to assist in reducing underage drinking.
- PAC will provide education in wellness classes regarding drug and alcohol culture in Campbell County and the health and criminal consequences of the misuse of alcohol and drug abuse.

Year 2 Activities

• To be determined as partnership develops.

Short-term outcomes

- To decrease Student 30 Day Use by 7% by the end of Year 2 (September 30, 2009)
- To decrease Student Binge Drinking by 5% by the end of Year 2 (September 30, 2009)
- To decrease MIP Offenses among 18-20 year-olds by 10% (September 30, 2009)
- To reduce by 10% the number of MIP offenses in bars by the end of year 2 (September 2009)
- To reduce by 10% the Percentage of Students Obtaining Their Last Drink of Alcohol from Someone under 21 (2008 PNA)

Long-term outcomes

• Will be assessed as project progresses.

Strategy 7: Partner with public schools

Year 1 Activities

- Planning and developing a training program for teachers, nurses, guidance counselors, SROs, and parents
- Publication of resource directory

Year 2 Activities

- Implementation of training program.
- Evaluate resource directory and expand publication if necessary.

Short-term outcomes

- To decrease Student 30 Day Use by 7% by the end of Year 2 (September 30, 2009)
- To decrease Student Binge Drinking by 5% by the end of Year 2 (September 30, 2009)
- To decrease MIP Offenses among 18-20 year-olds by 10% (September 30, 2009)
- To reduce by 10% the number of MIP offenses in bars by the end of year 2 (September 2009)
- To reduce by 10% the Percentage of Students Obtaining Their Last Drink of Alcohol from Someone under 21 (2008 PNA)

Long-term outcomes

• Will be assessed as project progresses.

Strategy 8: Partner with Faith Organizations (Year 2 Implementation)

Year 2 Activities

- Recruit Ministerial Alliance to adopt the reduction of underage drinking as a mission of their organization
- Identify a PAC trainer and curriculum to be used in training Ministerial Alliance and faith communities

Year 3 Activities

- Continue with Ministerial Alliance activities
- Expand influence of CMCA to faith communities that are not part of Ministerial Alliance

Short-term outcomes

- To decrease Student 30 Day Use by 7% by the end of Year 2 (September 30, 2009)
- To decrease Student Binge Drinking by 5% by the end of Year 2 (September 30, 2009)
- To decrease MIP Offenses among 18-20 year-olds by 10% (September 30, 2009)
- To reduce by 10% the number of MIP offenses in bars by the end of year 2 (September 2009)
- To reduce by 10% the Percentage of Students Obtaining Their Last Drink of Alcohol from Someone under 21 (2008 PNA)

Long-term outcomes

Will be assessed as project progresses.

Strategy 9: Partner with Civic Organizations (Year 2 Implementation)

Year 2 Activities

- Recruit pilot organization to be part of CMCA project
- Identify PAC trainer and curriculum to be used in training the civic organization
- Train the pilot organization on what it can do to reduce underage drinking

Year 3 Activities

• Pilot organization recruits and trains other organizations on CMCA model

Short-term outcomes

- To decrease Student 30 Day Use by 7% by the end of Year 2 (September 30, 2009)
- To decrease Student Binge Drinking by 5% by the end of Year 2 (September 30, 2009)
- To decrease MIP Offenses among 18-20 year-olds by 10% (September 30, 2009)
- To reduce by 10% the number of MIP offenses in bars by the end of year 2 (September 2009)
- To reduce by 10% the Percentage of Students Obtaining Their Last Drink of Alcohol from Someone under 21 (2008 PNA)

Long-term outcomes

• Will be assessed as project progresses.

Strategy 10: Partner with Work Sites (Year 2 Implementation)

Year 2 Activities

- Elicit participation from individual work sites
- Train work sites on what they can do to reduce underage drinking

Year 3 Activities

• Continue with Year 2 Activities

Short-term outcomes

- To decrease Student 30 Day Use by 7% by the end of Year 2 (September 30, 2009)
- To decrease Student Binge Drinking by 5% by the end of Year 2 (September 30, 2009)
- To decrease MIP Offenses among 18-20 year-olds by 10% (September 30, 2009)

- To reduce by 10% the number of MIP offenses in bars by the end of year 2 (September 2009)
- To reduce by 10% the Percentage of Students Obtaining Their Last Drink of Alcohol from Someone under 21 (2008 PNA)

Long-term outcomes

• Will be assessed as project progresses.

Strategy 11: DUI Enforcement with Increased Media Attention

Year 1 Activities

- Host regional media advocacy workshop facilitated by WyPTAC.
- Develop media plan.
- Formalize partnership with Gillette News-Record and Basin Radio Network.
- Increase DUI enforcement by 200 overtime hours each per Police Department and Sheriff's Office.
- Develop joint task force between Police Department, Sheriff's Office, and State Highway patrol to coordinate and set DUI enforcement plan.

Year 2 Activities

- Maintain same level of enforcement.
- Continue media blitz during high enforcement times.

Short-term outcomes

- To increase DUI enforcement by 200 overtime hours each per Police Department and Sheriff's Office in Year 1 (October 2007 – September 2008).
 Maintain same level of enforcement in year 2 (October 2008 – September 2009).
- To decrease average BAC levels by 10% by the end of Year 2 (September 30, 2009)
- To decrease alcohol related accidents by 15% by the end of Year 2 (September 30, 2009)

Long-term outcomes

• Will be assessed as project progresses.

Strategy 12: Merger with Substance Abuse Initiative

Year 1 Activities

- Merge Prevention Advisory Council and Substance Abuse Initiative.
- Prevention Framework Project Coordinator will coordinate both efforts.

Short-term and Long-term outcomes

• Coordinated substance abuse prevention/intervention strategic planning.

Strategy 13: Interagency Workshop

Year 1 Activities

- Host a workshop to facilitate a conversation among community agencies and organizations.
- Workshop topics may include: data on substance abuse needs of community, best practice principals of community organizations, how each organization is currently serving the substance abuse needs of the community, how each organization can better serve the needs of the community.
- PAC will look to WyPTAC for assistance in facilitating this workshop.

Short-term outcomes

- To decrease Student 30 Day Use by 7% by the end of Year 2 (September 30, 2009)
- To decrease Student Binge Drinking by 5% by the end of Year 2 (September 30, 2009)
- To decrease Adult Binge Drinking by 10% by the end of Year 2 (September 30, 2009)

Long-term outcomes

• Will be assessed as project progresses.

Strategy 14: Court System Task Force

Year 1 Activities

- Develop a task force to discuss needs identified within the court system.
- Invited to the task force will be municipal and circuit court judges, county attorney, juvenile probation, probation and parole, Behavioral Health Services, and Personal Frontiers.

Short-term outcomes

- To decrease Student 30 Day Use by 7% by the end of Year 2 (September 30, 2009)
- To decrease Student Binge Drinking by 5% by the end of Year 2 (September 30, 2009)
- To decrease MIP Offenses among 18-20 year-olds by 10% (September 30, 2009)

Long-term outcomes

Will be assessed as project progresses.

Strategy 15: Inform and Invest Stakeholders

Year 1 Activities

• Participate in breakfast and dinner meetings and other avenues to communicate with elected leaders, business leaders, and other stakeholders.

Short-term outcomes

- To decrease Student 30 Day Use by 7% by the end of Year 2 (September 30, 2009)
- To decrease Student Binge Drinking by 5% by the end of Year 2 (September 30, 2009)
- To decrease Adult Binge Drinking by 10% by the end of Year 2 (September 30, 2009)

Long-term outcomes

• Will be assessed as project progresses.

Form 9b: Time Line (Year 1) Limit 2 pages

Applicant Agency:

List the key activities, which will be conducted during the year. Be sure to include the anticipated start-up dates for each of the strategies to be funded under this grant. Activities listed are samples. Dates may be changed by the Division.

Activities	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
	07	07	07	08	08	08	08	08	08	08	08	08
Contractual report and												
expenditure report:				37			37			37		
January 2008, April				X			X			X		
2008, July 2008,												
October 2008												
Community Advisory	X	X		X			X			X	X	
Council Meetings												
Task Forces for	X	X	X	X	X	X	X	X	X	X	X	X
Individual Strategies												
DUI Enforcement Task	X											
Force												
CMCA Law	X											
Enforcement Task												
Force												
Media Advocacy	X											
Training												
Recruit Youth	X											
Coordinator												

Education of Politicians	X									
Media Plan		X								
Parent Organization		X								
Community Events – Alcohol Monitoring			X							
Resource Director			X							
Court Task Force				X						
School Substance Abuse Training				X						
Plan Interagency Workshop					X					
Hotels & Motels						X				
Interagency Workshop							X			

Form 9c: Time Line (Year 2) Limit 2 pages

Applicant Agency:

List the key activities, which will be conducted during the year. Be sure to include the anticipated start-up dates for each of the strategies to be funded under this grant. Activities listed are examples. Dates may be changed by the Division.

Activities	Oct 08	Nov 08	Dec 08	Jan 09	Feb 09	Mar 09	Apr 09	May 09	Jun 09	Jul 09	Aug 09	Sep 09
Contractual report and expenditure report: January 2009, April 2009, July 2009, October 2009	X	- 00	00	X		07	X	07		X	07	
Community Advisory Council Meetings	X			X			X			X	X	
Task Forces for Individual Strategies	X	X	X	X	X	X	X	X	X	X	X	X
Faith Organizations		X										
Civic Organizations		X										

Work Sites		X					
Implement School	X						
Implement School Training							

Form 10: Budget Limit 2 pages

<u>Personnel Services</u>: \$36,180 will be used to pay for 60% of the Project Coordinator's salary and benefits. The remaining 40% will be paid from monies from the Substance Abuse Initiative (see p. 46).

<u>Supporting Services</u>: \$1,200 will be used to pay for the Project Coordinator's blackberry/cell service.

<u>Travel/Training/Meetings</u>: \$1,700 is allocated for in state travel to cover quarterly meetings for Prevention Framework. \$3,000 is allocated for out of state travel and training fees for one national conference for the Prevention Framework Coordinator. \$5,000 is allocated to send 2 coalition members to national conferences. \$500 will cover miscellaneous meeting expenses for the Prevention Advisory Council.

Supplies: \$600 is allocated for office consumable and printing charges.

Media: \$500 is allocated for any necessary media needs related to the Prevention Advisory Council.

Strategies: The following outlines the plan for strategy funding.

- Communities Mobilizing for Change on Alcohol: \$7,000 for training fees, travel, lodging, and per diem expenses for a Youth Leadership Institute trainer to facilitate the Foundation Training with the Prevention Advisory Council. The workshop is designed to train communities on the basic principles of CMCA. It is one of the minimum fidelity requirements for communities implementing CMCA.
- Youth Coalition: \$1,500 is allocated for meeting expenses and supplies. \$7,500 to send 2 youth and the youth coordinator to the National Leadership Conference. \$1,200 is allocated for training the youth members in leadership skills and prevention strategies. \$100 is allowed for incentives for volunteers to work with the youth coalition and youth strategies. \$7,800 is allocated for the stipend to be paid to the youth coordinator/program intern. It is our hope to hire a college student for the youth coordinator/program intern position. The position would be 15 hours per week during the school year. The pay rate would be \$15 per hour. In addition to the school year, there would be some summer expectations including the trip to National Leadership Conference.
- Focused Law Enforcement for Underage Drinking: \$200 for brochures for a

- possible shoulder tapping campaign.
- Parent Organization: \$1,500 for meeting expenses and supplies. \$2,000 for training of parents. \$250 is allocated for incentives for volunteers to work with the parent organization and parent strategies.
- Alcohol Monitoring at Community Events: \$2,000 to send one member to California for a train the trainer session on the assessment tool and the volunteer training system. \$200 is allocated for incentives for volunteers to work with this strategy.
- Partner with Schools: \$1,000 is allocated for the publication of the resource directory. \$200 is allowed for incentives for volunteers to work with this strategy.
- DUI Enforcement with Increased Media Attention: \$10,854 is allocated for the media campaign to cover the overall media plan that will integrate the DUI enforcement media objectives with media emphasis on the entire strategic plan and will incorporate the statewide social norms and WFLI campaigns. Media objects may include newspaper and radio advocacy, brochures, website development, letter writing campaign, and car window decals. \$8,000 is allocated for applying billboard type messages to the city's trash trucks. \$1,600 is allocated to purchase t-shirts for coalition and youth members.

State Contract Quarterly Invoice for Wyoming SPF SIG

SUBMIT TO:

Substance Abuse Division Wyoming SPF SIG 6101 Yellowstone Road – Suite 220 Cheyenne WY 82002-0480

EXPENDITURES FOR QUARTER AND YEAR

(Due On 15th of the month for preceding quarter.)

Cost Description	Budgeted Amount	Current Month Exp	Year to Date Expenditures	Exp
PERSONNEL SERVICES	1	11201011 2007		2.7
Salaries & Wages	28,620 (60%)			
Employer Paid Benefits	9,180 (60%)			
SUPPORTING SERVICES	7,100 (00 70)			
Internet Service				
Telephone/Cell Phone	1,200			
Vehicle Expenses				
TRAVEL/TRAINING/MEETINGS				
Travel In-State	1,700			
Travel Out-of-State	7,000			
Training Fees	1,000			
Miscellaneous Meeting Expenses	500			
SUPPLIES				
Office (Consumable)	500			
Postage				
Copy and printing	100			
Other				
EQUIPMENT				
Maintenance				
Rental				
GRANTS-IN-AID				
PONATIONS-CITY, COUNTY,				
OTHER INCOME				
CONTRACTUAL SERVICES: Attach documentation to include: Subcontractor Name, Title, Contact Person for services				
A. WYSAC for evaluation	6,070			
B. WyPTAC for technical assistance	12,141			
STRATEGIES				
A. CMCA Foundation Training	7,000			
B. Youth Coalition	18,100			
C. Focused Law Enforcement - Underage Drinking	200			
D. Parent Organization	3,750			
E. Alcohol Monitoring at Community Events	2,200			
F. Resource Directory	1,000			
G. School Training	200			
H. Media Advocacy Plan	20,454			
·				
MISCELLANEOUS COSTS				
A. Bank Fees				
B. Media	500			
C. Other				
TOTAL	121,415			

Form 11: Community Infrastructure Limit 2 pages

Describe how the project will enhance the community's prevention infrastructure. Describe how it creates or improves upon:

Coordinated efforts

The Prevention Framework Project improves coordinated efforts within the community on a couple of fronts.

The Substance Abuse Initiative (SAI) is a collaborative effort between Campbell County, the City of Gillette, Campbell County School District, and Campbell County Memorial Hospital with each entity providing funding for the prevention of drug and alcohol abuse in Campbell County.

Strategy 12: The Prevention Advisory Council (The Prevention Framework coalition) plans to merge with SAI in order to provide a streamlined and comprehensive approach to substance abuse prevention within the county. The fiscal agent will remain the City of Gillette and the Prevention Framework Coordinator will take on the additional responsibilities of coordinating the efforts of this combined coalition.

One of the gaps identified in the Prevention Framework strategic planning process is the need for an interagency conversation to assist agencies and organizations in knowing how they can better serve the substance abuse needs within the community.

Strategy 13: The Prevention Advisory Council will host a workshop to facilitate a conversation among agencies and organizations within the community. Topics of the workshop might include: data on the substance abuse needs of the community; best practice principals of community organizations; how each organization is currently serving the substance abuse needs of the community; how each organization can better serve the needs of the community. The Prevention Advisory Council will look to WyPTAC for assistance in facilitating this workshop.

Several needs were identified in the Needs Assessment that concerned the court system in Campbell County. One is that there are inconsistent sentences for Minor in Possession of Alcohol being given between the Municipal and Circuit Court. Another is that the computers are not connected between municipal and circuit courts; therefore, MIPs cannot be tracked between these two courts. In addition, it was discovered that there are a large number of pending cases in our court system, reflecting a need for an additional circuit court judge.

Strategy 14: The PAC will develop a task force to discuss these and other issues involving the court system. The task force will include municipal and circuit court judges, the county attorney, juvenile probation, probation and parole, Behavioral Health Services and Personal Frontiers.

Strategy 15: The PAC recognizes the need to inform and update the stakeholders in our community. Stakeholders include elected political leaders, business leaders, and other policy makers. It will be a priority in Years 1 and 2 to participate in breakfast and dinner meetings and other avenues to communicate with these stakeholders.

Organizational structures

Prevention Framework provided the funding for a paid full-time staff person to coordinate the prevention efforts to reduce the misuse of alcohol. The funding created a new position that is serving a need that has formerly been staffed by volunteers.

Planning

Prevention Framework is providing the opportunity to devise a strategic plan for reducing the misuse of alcohol. This is the first evidence-based strategic plan developed by the community for substance abuse prevention. The process has community buyin to the extent that the Substance Abuse Initiative has adopted the Strategic Prevention Framework process for its own project to address the abuse of alcohol and other drugs in the community.

Data systems

Prevention Framework has provided an avenue for collecting data within the community and to compare that data to other communities statewide. The needs assessment completed by the Prevention Advisory Council is a document used by other agencies in writing grants for their own entities.

Evidence-based practices

Because the Prevention Framework grant requires the use of evidence-based practices, it has brought to the forefront the importance of implementing strategies that are based on data and positive evaluation.

Evaluation and monitoring

Prevention Framework, and its use of the Strategic Prevention Framework process, is already gaining a reputation within the community as a results-based process. The Substance Abuse Initiative recognized this characteristic when it identified the SPF as the process it wanted to use with its project. As Prevention Framework and SAI look to merge in the next months, the common goal of evaluating results is proving to be an important piece of the merger. County and City governments are quite concerned that their money is spent on projects that work. That we evaluate and monitor our programs is a great selling point for these government entities.

Form 12: Cultural Competency Limit 2 pages

The Prevention Advisory Council will work to ensure that its planned activities and processes are culturally competent. It will strive to have the memberships of the parent organization and youth coalition represent the socio-economic and cultural diversity of the community. It will have resources translated into other languages as the need arises.

Form 13: Sustainability Limit 2 pages

Describe how the coalition will ensure that efforts are sustained after the project ends.

The coalition is already positioning itself for sustainability in the following ways:

- 1) The proposed merger with the Substance Abuse Initiative will provide a community based funding stream for the coalition. The Substance Abuse Initiative is funded by \$10,000 each from Campbell County, City of Gillette, Campbell County Memorial Hospital, and Campbell County School District.
- 2) The citizens of Campbell County have voted to allow a portion of the 1% Optional Sales Tax to be used for substance abuse prevention. The Prevention Advisory Council/Substance Abuse Initiative will be able to approach the Campbell County Commissioners for this source to fund strategies.
- 3) The Police Department/City of Gillette has been chosen to participate in a pilot program funded by Enforcing Underage Drinking Laws through Wyoming Association of Sheriffs and Chiefs of Police. The funding from this five-year program will further support the strategies identified in the PAC's strategic plan.
- 4) Law enforcement entities plan to apply for grants from the Wyoming Association of Sheriffs and Chiefs of Police for overtime funding to implement the DUI and Media strategy.
- 5) The PAC will continue to seek funding for strategies and staff support from grants and other available funding streams.

Form 14: Evaluation Limit 1 page

Describe how the coalition will evaluate the activities and outcomes of the project. Evaluations will be conducted in collaboration with Prevention Framework evaluators at the Wyoming Survey & Analysis Center (WYSAC). All you need to include is the fact that you agree to work with WYSAC on the evaluation of all strategies.

The Prevention Advisory Council will work with WYSAC to evaluate all of the strategies in the strategic plan.